

"Rex" Brand Shoulders

11c lb.

One hundred Cudaby's famous "Rex" Brand, Fresh from the smoke-house. Extra lean, sweet and tender. Average weight, 6 to 8 lbs. Challenge Sale price, 11c a pound.

"Mendels-Make" Kimonos.

Regular 98c Grade, 69c

One of the Challenge Sale's best values is this lot of "Mendels-make" Kimonos at a saving of nearly one-third. Made of fine lawn in neat white and black figures; also pretty stripes. All colors. Made extra full and long. Regular 98c value. Challenge Sale price, 69c.

LONG KIMONOS of fine quality challis in pretty Persian colors; made empire style, with neat piping of solid colored satin. Regular \$1.00 value. 77c Challenge Sale price.

Regular \$1.50 Imperial Longcloth

96c pc.

Twelve-yard pieces of Genuine Imperial English Longcloth, 36 inches wide; the popular "200" grade every woman knows. Challenge Sale price, 96c piece.

"IT PAYS TO DEAL AT GOLDENBERG'S"

SEVENTH AND K "THE DEPENDABLE STORE"

\$2.00, \$2.50 and \$3.00 Pictures, 69c.

Lot of Handsome Massive 2 and 3 Inch Molding Framed Pictures, gilt and dark woods; square, upright, oval and oblong shapes. Some as large as 20x24 inches. Good assortment of subjects, such as fruit, scenery and facsimiles. A few are slightly scratched from handling. Challenge Sale price, 69c.

8c Apron Gingham

5 1/2c Yard.

Standard Quality Apron Gingham, in all size blue checks; warranted fast colors. Always sold at 8c a yard. Offered as a Challenge Sale value at 5 1/2c a yard.

Curtain Samples

19c Each.

Sold by the Pair at \$1.50, \$2 & \$3.

Lot of manufacturers' samples of Fine Quality French Cable Net Curtains with Marie Antoinette and novelty braid-trimmed designs; also marquisettes and scrims with cluny, antique and renaissance edge and insertion and fine muslin ruffled and lace-trimmed styles; 1 1/2 yards long, and match into pairs. White and Arabian shades. Challenge Sale price, strip or half pair, 19c.

10c White Cambric

578c

A case of yard wide White Cambric, desirable soft finish grade extensively used for women's and children's underwear. Free from dressing. Regular 10c value at 578c yard.

Another Great Outpouring of "CHALLENGE SALE" Bargains

This wonderful merchandise event is great for the splendid values offered—GREATER than ever before—GREATEST in savings afforded.

Read every bargain listed for Friday's Challenge Sale. To miss one would not be doing justice to yourself. THE PRICES ARE POSITIVELY THE LOWEST EVER NAMED!

No mail or phone orders filled for Challenge Sale items.

Washington's Greatest Wash Dress Sale

3,258 New and Dainty Wash Garments for Morning and Street Wear at Prices That Set a New Record in Low Selling. Divided Into Four Great Lots.

Lot One—Values worth \$1.50, \$2.00 and \$2.50. Offered **98c** at choice.

Lot Two—Values worth \$3.00, \$3.50 and \$4.00. Offered **\$1.45** at choice.

Lot Three—Values worth \$5.00, \$6.00 and \$7.00. Offered **\$1.95** at choice.

Lot Four—Values worth \$8.00, \$10.00 and \$12.00. Offered **\$2.95** Choice offered at.

Think of buying a season's supply of Dainty Wash Frocks, suitable for all occasions, right when you need them most, at savings of a half and two-thirds! That's the story in a nutshell of this marvelous Challenge Sale offering—and no woman should miss such an opportunity.

The collection is so large and the styles so varied, description is impossible. They are the very newest and most desirable models of the season, and every garment is carefully made and correct in every detail.

Materials consist of eponge, ratine, French linen, ramie linen, corduroy pique, bedford cord, crepe marquisette, French lingerie, marquisette, imported lawns, Scotch madras, Irish linen, imported madras and gingham.

There'll be an early crowd here tomorrow for these charming Wash Dresses—don't miss the chance to buy several dainty frocks at the usual cost of a single garment.

25c Imported White Voile

40 inches wide, 12 1/2c yard

40 inches wide White French Voile, a richly mercerized quality, made of two-ply mesh. Washes and wears perfectly. Ideal in every respect for spring and summer waists and frocks. Note the unusual width—40 inches. Regular 25c value at 12 1/2c a yard for the Challenge Sale.

40-inch White India Linon: exceptionally fine quality; made of selected combed Egyptian yarn; very sheer and fine. Regular 84c value. Challenge Sale price, **84c**.

26-inch White Cannon Cloth: has the same appearance and finish as the fashionable Ramie Linon; unexcelled for service and style. Regular 18c value. Challenge Sale price, **93c**.

White Mercerized Madras: a firm-woven, superior grade, in a variety of handsome mercerized patterns. Regular 12 1/2c value. Challenge Sale price, **12 1/2c**.

White Novelty Lace Lawn: a sheer quality material for women's waists and children's dresses. Regular 37c value. Offered in tomorrow's Challenge Sale at **37c**.

\$20.00 and \$22.50 Axminster and Brussels Rugs, \$9.94

Sample lot of Alex. Smith Axminster and Phillipsburg 10-wire Brussels Rugs, 8 ft. 3 by 10 ft. 6 size, in floral and medallion designs; good, serviceable colorings. Challenge Sale price, \$9.94.

\$12.50 Brussels Rugs, \$6.95

18 All-wool Brussels Rugs, made in one piece; Alex. Smith & Sons' make; floral, medallion and conventional designs; light and dark colorings. Sizes 6 ft. 6 by 9 ft. and 8 ft. 3 by 10 ft. 6. Challenge Sale price, \$6.95.

\$4 Matting Rugs, \$1.95

9x12 largest room size Japanese Matting Rugs, in light and dark effects, floral and medallion designs. Closely woven grade. Challenge Sale price, each \$1.95.

\$6 Wool Ingrain Rugs, \$3.48

9x12 foot Wool Ingrain Rugs, medallion and conventional designs. Various color combinations; strictly reversible. Challenge Sale price, \$3.48.

Boys' Pure Worsteds Navy Blue Serge Knickerbocker Pants, full lined and taped; made with strap and buckle bottom; sizes 9 to 17 years. Worth \$1.50 pair. Challenge Sale price, **98c**.

Boys' All Pure Worsteds Navy Blue Serge Elastic-bottom Bloomer Pants, full lined and taped; sizes 6, 7 and 8 years. Regularly \$2.00 pair. Challenge Sale price, **69c**.

Boys' Fancy Cassimere Knickerbocker Suits, yoke Norfolk coats and full cut knickerbocker pants; spring weight; sizes 7 to 17 years. Worth \$2.12 pair. Challenge Sale price, **\$2.12**.

Boys' Spring-weight Double-breasted Reversers of fancy cassimere; some with velvet collars and emblem on sleeves; sizes 2 1/2 to 10 years. Values worth \$2.00 and \$3.50. Challenge Sale price, **\$1.89** each.

Boys' Blue Chambray and Tan Linene Collar-attached Blouses, sizes 5 to 15 years. Regular 35c and 36c values. Challenge Sale price, **15c**.

Boys' Heavy Corduroy Full-pegged Bloomer and Knickerbocker Pants, mode color; full taped; sizes 6 to 18 years. Regular \$1.00 value. Challenge Sale price, **69c**.

Men's New Spring Suits. A Remarkable Challenge Sale Offering of Regular \$12.50 and \$13.50 Values. At **\$7.95**

Again we've accomplished the seemingly impossible in Men's Suit selling—the Challenge Sale's biggest and best values are here in this lot of Men's New Spring Suits at \$7.95.

At this low price we offer choice of a wide range of the season's newest and most approved patterns in pure worsted materials, fancy effects, gray mixtures, novelty stripes and dark cassimeres. Correct weight for spring wear, and every garment tailored in the most careful manner.

Sizes range from 32 to 40. Challenge Sale price, \$7.95.

Challenge Sale of Untrimmed Hats.

A Remarkable Underprice Purchase of 300 Dozen New Shapes for the Challenge Sale at Half Price and Less.

Three hundred dozen Fashionable Untrimmed Hats in tomorrow's great Challenge Sale at prices that will surprise and delight millinery buyers and make this Second Floor Untrimmed Hat Section the magnet for women.

In these two lots are included all the season's smartest and most distinctive shapes for spring and summer, direct from the producers of authoritative modes. Hats in the new poke and mushroom shapes, the fashionable flat sailors in small and large shapes, walking shapes, small nobby hats and large dress shapes, in a complete range of colors, such as navy, new blue and royal blue, brown, leather and burnt, Nell rose, taupe, plum and black.

Lot One—Untrimmed Hats of finest hemp. Positively worth \$3.00, At **\$1.85**

Lot Two—Fine Hemp, Milan and Chip Hats, worth \$1.50 and \$2.00, At **79c**

Challenge Sale Of Ribbons. Fine Quality Fancy Ribbons, 4 and 5 inches wide, satin and taffeta stripes, in self-colorings; also combinations, grounds of brown, red, gray, blue, pink, tan and other contrasting stripes. Regular 18c value. Challenge Sale price, **11 1/2c**.

Wide, Plain and Fancy Ribbons, including moire, taffeta and satin, in all the newest shades of blue; also Nell rose, green, brown, black, white and light colors; also fancy effects, in light and dark colors. Regular 35c value. Challenge Sale price, **22c**.

Toilet Specials. 50c and 75c Hairbrushes; solid backs; all 25c. 15c and 25c Celluloid Dressing Combs; all colors; also white. 9c. 10c and 15c Toothbrushes; all pure bristle. 6c. 10c Jar Petroleum Jelly (best grade). 5c. 15c cans Babcock's "Cho Cho San" Oriental Talcum Powder, can. 9c.

Men's "Porosknit" Union Suits. Regular \$1.00 Value **65c** at. This open-mesh fabric absorbs perspiration and is the coolest and most comfortable underwear for warm weather wear. "Porosknit" Union Suits, with short and long sleeves and ankle-length drawers. All sizes. Regular price, one dollar. Challenge Sale price, 65c a suit.

Men's 25c Blazer Underwear: shirts with long or short sleeves and drawers with reinforced seat; ankle length. Challenge Sale price, **19c**.

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Another Big Challenge Sale Feature for Friday

Lingerie Waists and Blouses **59c**

Always Sold at \$1.00 and \$1.50 for. Materials consist of French lingerie cloth, lawn, marquisette, voile and batiste, excellent sheer quality that women like for wear now and later on.

Come and see these new and pretty spring styles in Lingerie Waists and Blouses—every woman who wants to save money should be on hand to secure a whole season's supply at tomorrow's low price.

They are the identical styles and qualities for which every store charges \$1.00 and \$1.50.

Choice of high, low and Dutch neck models, with long, three-quarter and short sleeves. Fancy trimmed and plain tailored effects, many elaborately embellished with trimmings of filet, val and venise laces, and others in popular embroidered designs.

ALL SIZES. Values positively worth \$1.00 and \$1.50. Challenge Sale price, 59c each.

Challenge Sale of Hosiery

Women's Mercerized Gauze Lisle Stockings, seamless foot, double sole, high spliced heel and toe and garter tops, in black, white and tan. Sold regularly at 25c pair. **12 1/2c** Challenge Sale price.

Women's Light-weight Cotton Stockings, seamless foot, double heel and toe, garter tops. Black, white and tan. Sold regularly at 12 1/2c pair. Challenge Sale price, **7 1/2c**.

39c Silk-Stripe Bedford Cord

Challenge Sale Price, **14c**

A handsome imported cotton fabric that you will hardly be able to tell at a glance from the high-class wool goods of the same name.

In a complete assortment of street shades, such as navy blue, new green, brown, russet, garnet, plum, wistaria and black. These Fine Quality Bedford Cords have self-colored pure silk woven stripes, and are unusually smart and distinctive for spring wear.

Regular 39c value. Challenge Sale price, **14c** yard.

25c Novelty Stripe Mercerized Voiles, 27 inches wide—another new and sought-after wash fabric for spring and summer wear. Complete range of wanted shades to choose from. Challenge Sale price, **11c**.

25c Mercerized Bordered Rough Pongee, in the natural tan pongee color, with neat spaced polka dots of navy blue, brown, helle, green and black and beautiful borders of the newest Bulgarian effects. The season's smartest novelty. Challenge Sale price, **10 1/2c**.

\$1.50 Box Loom Crepe de Chine

40 Inches Wide, at **98c**

The genuine Box Loom Canton Crepe de Chine, all pure silk quality, with the rich crepe finish that marks the silk of high class. 40 inches wide, in black, navy blue, copenhagen, new green, Alice, gray, wistaria, light blue and mais.

This is the scarcest silk on the market, and it is indeed a rare opportunity that is now presented in this great Challenge Sale to buy the regular \$1.50 grade Crepe de Chine at 98c a yard.

75c All-silk Satin Foulards, 24 inches wide, in navy blue and black grounds, with stylish space dots. Challenge Sale price, **38c**.

\$1.00 Imported Black Satin Peau de Cygne, rich lustrous quality; every yard guaranteed to wear. Pure yarn dye. Challenge Sale price, **69c**.

Challenge Sale of Housewares

60c sets of Six Steel Knives and Six Forks, with cocoa handles; strongly made; set of 12 pieces, Challenge Sale price, **29c**.

35c Seamless Enamelled Dishpans, 16-pint size. Challenge Sale price, **16c**.

39c Extra Quality Four-string Carpet Brooms, a good, serviceable broom. Strongly made. Challenge Sale price, **23c**.

Best Quality Covered Gas Tubing, all lengths. Challenge Sale price, **2 1/2c**.

Extra Quality XX Heavy Tin Wash Boilers, with copper bottoms and patent cold handles. Large size No. 8. Worth \$1.50. Challenge Sale price, **98c**.

10c Cotton Clothes Lines, 50-ft. lengths. Challenge Sale price, **6 1/2c**.

Seamless Enamelled Covered Saucepans, 16-pint size. Challenge Sale price, **19c**.

50c Lining Satin

For 25c a Yard.

18-inch Lining Satin, in light blue, pink, black, good weight and rich, lustrous quality; full pieces—not remnants. Challenge Sale price, 25c yard.

36-inch Mercerized Tailors' Sateen, in fast black only; highly lustrous grade; full pieces—not remnants. Regular price, 20c a yard. Challenge Sale price, **93c**.

\$1.50 Corsets

For 88c a Pair.

Several popular makes of corsets that women like and will be glad to buy in the Challenge Sale at this saving.

Made of fine batiste, with medium and long bust, extra long hips, finished with heavy lace supporters. Top of corset trimmed with embroidery edging. Challenge Sale, 88c. Regularly \$1.50.

Sensational \$1.00 Sale of Shoes.

Choice of Women's High and Low-cut Footwear, Worth **\$1**

\$2.50 to \$4.00, at. This marvelous selling movement continued tomorrow—with equally as desirable assortments and styles for your choosing.

The lot includes the entire sample line of Hazen B. Goodrich Co., makers of Women's High-class Footwear, and this fact alone should convince you of the supreme value-importance of tomorrow's wonderful Challenge Sale.

The lot consists of Women's Button, Lace and Blucher High Shoes, also Pumps, Oxfords, Colonial and Sailor Ties, One, Two, Three and Four Strap Slippers and Cavalier Boots, in the following leathers: Russia calf, patent colt, gun metal, vici kid, velvet and cravenette, in all the leading colors, including red, white, blue, gray, green, champagne and bronze.

High and low heels, plain and tipped; some hand-turned and sewed soles. Every approved shape of the season to choose from.

The "Sample" Footwear is in sizes from 2 to 4 1/2. A, B and C widths. The other lines of footwear are in all sizes from 1 to 4 1/2.

Choice of high-class qualities selling regularly at \$2.50, \$3.00, \$3.50 and \$4.00 in tomorrow's wonderful Challenge Sale at ONE DOLLAR a pair.